UC Radio Network All-California Spring 2012 Conference-April 14, 2012

All panels meet in the UCI Student Center, in the rooms listed below

9:00 a.m.	**Meet at KUCI/ Station Tours/ Continental Breakfast**		
10:00 a.m.	**Facing Adversity/How To Market Your Station To Your University**	**DJ / Programmer Workshop (How to announce, what makes for a good host, music selection, segues, music presentation)**	**When The FCC Knocks (Covering all aspects of being FCC-compliant and having the entire staff ready to handle a visit from the FCC)**
	room: Newport Beach B (4th floor)	***room: Balboa Island A (4th floor)***	***room: Crescent Bay B (1st floor)***
11:30 a.m.	**Radio in the Digital Age: Music Digitization and Organization**	**STEERING COMMITTEE (UC station reports and general business)**	**Recruiting and Retaining Students roundtable (how-to guide to get more involvement from students and how to keep them involved)**
	room: Newport Beach B (4th floor)	***room: Balboa Island A (4th floor)***	***room: Crescent Bay B (1st floor)***
1:00 p.m.	**LUNCH 1:00-2:00 (Student Center food court or University Center)**		
2:00 p.m.	**Fundraising 102 (How to generate income in a tough economy)**	**Marketing 102 (Marketing in the age of social networking)**	
	room: Newport Beach B (4th floor)	***room: Balboa Island A (4th floor)***	
3:30 p.m.	**Life After College Radio** **(Nick Roman-KPCC 89.3 Pasadena & Hilary Chambers FM 94/9 San Diego)**		
	room: Balboa Island A (4th floor)		

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